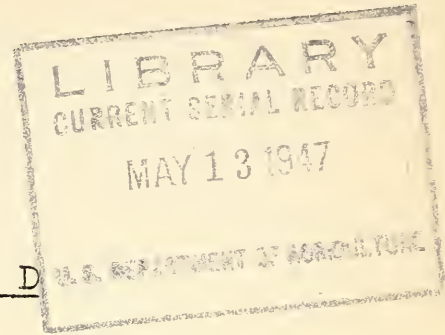


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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
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New York 7, N.Y.



Y O U R F A M I L Y ' S F O O D

For use the week of April 21, 1947

(Topics of the week:

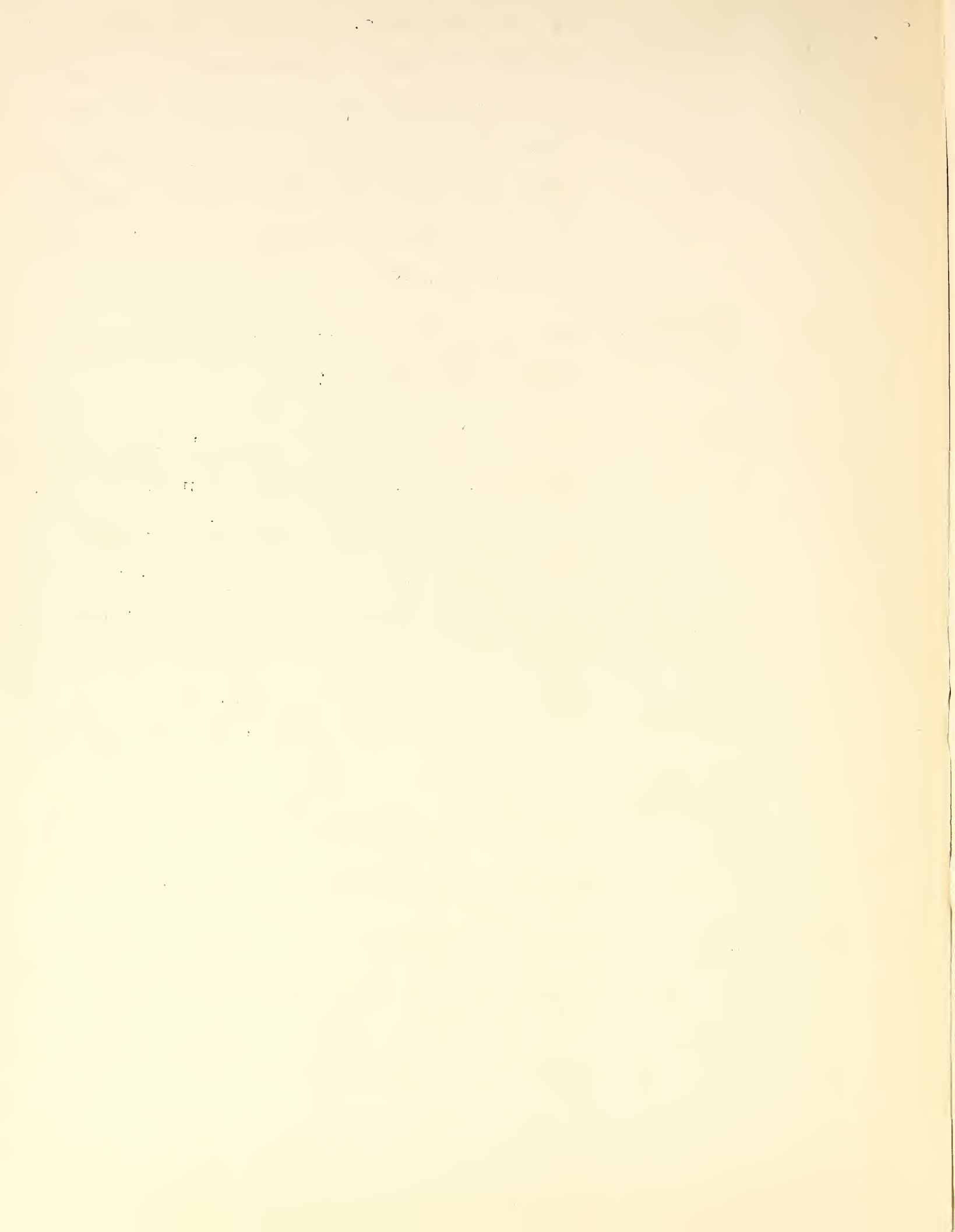
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1. ANNOUNCER: ...YOUR FAMILY'S FOOD...a program designed to keep you informed on factors affecting your daily food supply, and brought to you by Station _____, in cooperation with the U. S. Department of Agriculture. With us in the studio today we have our old friend _____ of the _____ office of the Production and Marketing Administration. What do you have on your mind this week?
2. PMA: Well, I thought a word or two about saving used fats would be in order.
3. ANNOUNCER: Say, speaking of saving used fats, I believe a survey of homemakers was recently made on that very subject.

4. PMA: That's right. Out in Cleveland, Ohio, five hundred women were canvassed. The results were quite interesting to us in the Department of Agriculture. They brought out a few misconceptions that homemakers apparently still have about saving used fats...and I thought we might clear up some of them today.
5. ANNOUNCER: Exactly what do you mean?
6. PMA: Well, for one thing, many of the women questioned did not know exactly how much their butchers were paying for used fats.
7. ANNOUNCER: I'm afraid I'd probably be stuck if you posed that one to me. Just how much are they paying?
8. PMA: Prices vary in different parts of the country, but many dealers are now paying up to four times as much as they did last year. Some of the stores advertise in newspapers and on the radio the prices they pay for used fats.
9. ANNOUNCER: And of course you can always ask your butcher or grocer, just how much he is paying. Now that the price for salvaged fats is so much higher than it used to be, I should imagine that the extra ante gives the food budget a real boost every once in a while.

10. PMA: Oh, yes. I suppose everyone can find a good use for the money they get for used fats. For example, if the kids in the family make it their business to take care of the salvaged fat concession, they can start themselves a nest-egg for that new baseball bat or tennis racket they've got their eyes on.
11. ANNOUNCER: With a goal in mind, I guess the youngsters will be sure to see that Mom saves every drop she possibly can. Tell me, _____, were the women who were interviewed in this survey asked why they thought we still need used fats and oils?
12. PMA: Yes. Most women said they believed their salvaged fats were used in making soap. Many of them, however, could not understand, why, they were still being asked to save fats, now that there is enough soap on grocers' shelves.
13. ANNOUNCER: Well, I should think the answer to that might be that one of the reasons soap is on the shelves is the good job the housewives have been doing in turning in their salvaged fats.. I understand that our stocks of fats and oils are still far below pre-war levels.

14. PMA: That is one reason. You see, in order to maintain continued soap production, we must have a constant flow of inedible fats and oils. Since the world is still short of these items, and since the United States depends a lot on imports, you can see that we are short of supplies, also.
15. ANNOUNCER: Yes, but don't we also produce oil-bearing crops in this country?
16. PMA: Oh yes. We produce the four principal edible vegetables oils....soybean, cottonseed, corn, and peanut oils. And we are also growing flaxseed for oil. Of course, you know we make soap from the inedible tallows and greases. That's why homemakers are asked to re-use their edible fats until they get all the good out of them before they turn them in to the butcher.
17. ANNOUNCER: Getting back to those inedible tallows and greases for soap manufacture, do you have any idea how much is available this year?
18. PMA: Earlier in the year it was estimated that during the first six months of '47 there'd probably be 5 to 10 percent more inedible greases and tallow than was produced a year earlier. However, when we break those statistics up, we find that actually there will be more tallow but less grease.



19. ANNOUNCER: Why is that?
20. PMA: Grease production was expected to be down because of reduced hog slaughter. Incidentally, most of the increase in the combined total over last year was predicted for the period of April through June.
21. ANNOUNCER: If I recall there was very little meat on the market about this time last year.
22. PMA: That's right. Cattle slaughter was unusually small. This was partly because of the expectation that price ceilings would be removed in July. And, of course, feed supplies were short at that time, particularly corn.
23. ANNOUNCER: Do you have any idea how we'll be fixed for fats and oils later in the year?
24. PMA: Present high prices are expected to encourage farmers to expand their acreage of flaxseed, soybeans, and hog production this year. If growing conditions are favorable, the United States output of vegetable oils, lard, and grease will increase materially in the latter part of 1947 --- that is when the new oilseed crops and hogs from the spring pig crop reach the market.

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25. ANNOUNCER: That's for the United States...now what about world production of fats and oils?
26. PMA: Present high prices will probably speed up recovery in output of oils and oil-bearing materials all over the world. This might result in some increase in net imports of fats and oils into the United States.
27. ANNOUNCER: Well, since you can't make today's soap out of next years fats and oils, I suppose that there is just one answer for the present.
28. PMA: Yes. And that answer is, of course, fat salvage. Millions of women are saving used fats as a routine matter. They just keep a tin can handy, and pour off their leftover fats as they finish using them.
29. ANNOUNCER: Incidentally did the Cleveland survey indicate what kinds of fats women are now saving?
30. PMA: Most homemakers were found to save used fats primarily from pan and roast drippings. These ladies were missing a good bet, though, for they probably throw away much valuable fat in the form of meat trimmings.
31. ANNOUNCER: Now that dealers are paying two to four times as much per pound as they were paying under price control, it's a good idea to take advantage of every possible means of saving more used fat.

32. PMA: The homemaker of today really has a bargain in reverse. While she's shopping around for food and other items at bargain prices, she might find it profitable to shop around to get the highest price for her salvaged fats.
33. ANNOUNCER: With that incentive, all homemakers should pitch in and keep up the good job they have done in the past. Our current soap supplies are good indications of what they accomplish.
34. PMA: They certainly are, _____. Say do you mind if we turn tables? I'd like to ask you a question.
35. ANNOUNCER: That's a fair exchange, but I won't guarantee I can answer it.
36. PMA: Well, here it is anyway --- how much black pepper do you think the average American consumes in one year --- that is in an over-all average?
37. ANNOUNCER: I think you're just asking me a question so you can answer it. Well, I don't think I use a lot of pepper, either black or white, but I do like to spice up my food a bit. Oh, let's see now, half a pound?
38. PMA: Try again.
39. ANNOUNCER: Quarter of a pound?

40. PMA: Nope. You're getting close, though. The average person in this country uses about two ounces of black pepper per year. That doesn't include the amount used by food processors, of course.
41. ANNOUNCER: That's very interesting, but just why are we discussing black pepper today?
42. PMA: Because we've recently gotten some good news. The Indian government has announced that it will allocate an additional four million pounds of black pepper to the United States by September.
43. ANNOUNCER: That's rather far off, isn't it?
44. PMA: That's true. However, the new allocation means that we are going to have almost twice as much as we thought we'd have earlier in the year.
45. ANNOUNCER: Black pepper has been a scarce item for quite a while now, hasn't it?
46. PMA: It certainly has. Far East sources were cut off during the war with Japan. It wasn't until last year that we began to import pepper again for civilian use.
47. ANNOUNCER: Then more pepper by this seems to be the prospect. What other "good" news do you have for us today, _____?

48. PMA: Well, the day may not be too far off when you'll be able to buy an apple pie that has a luscious flavor just like the ones mother used to make.
49. ANNOUNCER: You mean they're going to revolutionize the store-bought apple pie? Say, why is it that home-made product seem sweeter and juicier? Even the hunks of apple seem to go down easier.
50. PMA: The secret is in the apples themselves.
51. ANNOUNCER: I should think commercial bakers would use the tastiest apples they could get.
52. PMA: That's where they've been up against it. You see, it just happens that the best-tasting apples turn soft when they're cooked. That means that commercial pies, which have to stand some rough handling, just have to be made from apples that stay firm when cooked. And the firm varieties of apples are not as sweet and juicy as the softer ones.
53. ANNOUNCER: That's all very logical. But you said that bakers' pies would eventually taste like those made at home. How come?
54. PMA: It's really very simple --- now that it's been discovered. The apple slices can be chemically treated to keep them firm...even after they're cooked.

55. ANNOUNCER: Who discovered that? I think he deserves a medal.
56. PMA: I guess you'd need a flock of medals. Research on creating firmer apple slices has been carried on by the USDA Eastern Regional Research Laboratory at Philadelphia, and by both the Massachusetts and New York Experiment Stations.
57. ANNOUNCER: Is it a secret process, or can you let us in on it.
58. PMA: Actually, the fundamentals were already known. They use calcium chloride...a chemical that's been used in processing tomatoes for a number of years. It's the same chemical you use as a drying agent in damp cellars. The research was necessary to discover how the method might be applied to apples.
59. ANNOUNCER: And how is it applied?
60. PMA: The scientists simply dip the apple slices in a weak solution of calcium chloride, or cook them in it. Then the treated apples may be used immediately, or canned or frozen for future use. Result: firm, tasty pies.
61. ANNOUNCER: If this process becomes universal, the pie bakers may change over to the softer, tastier apples.

62. PMA: That's right, _____. And such a change won't hurt our Northeast varieties of early apples --- McIntosh and Gravenstein, for example --- have always been considered too soft for baking purposes, although they have excellent flavor.
63. ANNOUNCER: The baking industry takes quite a few apples... do you happen to know how many?
64. PMA: At least two million bushels are used by bakers in the form of frozen slices alone every year --- and many more in fresh and canned slices. So we may soon have a new outlet for some of the apple varieties that now sell mostly on the fresh markets.
65. ANNOUNCER: Speaking of fresh markets, are there still good quantities of fresh apples available for the homemaker who bakes her own?
66. PMA: Well, yes, on most northeast produce markets. However, you might have to shop around a bit in some places. Incidentally, stored apples are nearing the end of their season, and probably won't be so plentiful during the month of May.
67. ANNOUNCER: Ah, I see you're doing a bit of prognosticating.

68. PMA: Nothing personal, though. I have with me the list issued by USDA's Food Distribution Branch. Each month that Branch compiles a list of all the foods expected to be plentiful throughout the greater part of the United States.
69. ANNOUNCER: What foods will we find in abundance next month?
70. PMA: Many of the items we're enjoying right now. There'll be potatoes, fresh oranges, and grapefruit, as well as canned citrus juices, both plain and blended, and canned grapefruit segments.
71. ANNOUNCER: That sounds like lots of vitamin C. Are eggs expected to continue in good supply?
72. PMA: Oh, yes. They're on the list along with heavy tom turkeys, dried peaches and prunes, and peanut butter.
73. ANNOUNCER: With a bit of ingenuity the average housewife should be able to make many tasty dishes with that variety.
74. PMA: She doesn't even need to be ingenious.
75. ANNOUNCER: No?

76. PMA: No. The Production and Marketing Administration has compiled seven recipes that use the May plentiful. There's one recipe for peanut butter egg salad, another for spiced prunes. Others are orange gelatin, potato pancakes, turkey timbales, dried peach salad, and a plain omelet.
77. ANNOUNCER: One for each day in the week. Well, if folks were to write in to Station _____, could they get these recipes?
78. PMA: Yes. And they're free for the asking. Just send a penny post card to this station with your name and address and ask for RECIPES OF THE MONTH.
79. ANNOUNCER: Did you get that folks? Drop us a post card here at Station _____ and ask for RECIPES OF THE MONTH. And don't forget to include your own name and address. So much for food in May, what about some fresh fruits and vegetables for right now? What's in good supply this week?
80. PMA: We mentioned potatoes a few minutes ago. Spinach is very plentiful on all major Northeast markets, and homemakers should find the price a boon to budgets. Mushrooms and snap beans are coming in increasing supplies, and of course there's lots of cabbage, sweetpotatoes, carrots, and onions.

81. ANNOUNCER: That's quite a line-up. And thanks for dropping by today, _____ to bring us another edition of YOUR FAMILY'S FOOD.

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